

## ORDER



**Orders**  
**Order / Rev:** 708407  
**Alt Order #:** 06290606  
**Product Desc:** KLINE FOR CONGRESS  
**Estimate:** 212  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** JOHN KLINE/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	70	\$56,670.00	\$48,169.50
10/29/12	10/29/12	17	\$13,755.00	\$11,691.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	70	\$56,670.00	\$48,169.50	0.00
November 2012	17	\$13,755.00	\$11,691.75	0.00
<b>Totals</b>	<b>87</b>	<b>\$70,425.00</b>	<b>\$59,861.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	24%	\$70,425.00
Market	100%	\$293,437.50

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$32,278.12
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$41,081.25
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$149,653.12
WFTC	0%	\$0.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/23/12	10/29/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
	RACHAEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$180.00		0.00			
2	KARE	10/23/12	10/29/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,475.00	P-4	0.00	NM	5	\$12,375.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$2,475.00		0.00			
3	KARE	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	10	\$675.00	P-4	0.00	NM	10	\$6,750.00
	TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					10	\$675.00		0.00			
4	KARE	10/23/12	10/29/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$315.00	P-4	0.00	NM	5	\$1,575.00
	DAYS-LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$315.00		0.00			
5	KARE	10/23/12	10/29/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
	THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$200.00		0.00			
6	KARE	10/23/12	10/29/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	7	\$350.00	P-4	0.00	NM	7	\$2,450.00
	DR. OZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					7	\$350.00		0.00			
7	KARE	10/23/12	10/29/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
	KARE 4P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					2	\$360.00		0.00			
8	KARE	10/23/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
	JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					3	\$850.00		0.00			
9	KARE	10/23/12	10/29/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
	KARE 5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$1,450.00		0.00			
10	KARE	10/23/12	10/29/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
	KARE 6P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$1,450.00		0.00			
11	KARE	10/23/12	10/29/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$850.00	P-4	0.00	NM	5	\$4,250.00
	SUNRISE 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					5	\$850.00		0.00			
12	KARE	10/23/12	10/29/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	3	\$1,700.00	P-4	0.00	NM	3	\$5,100.00
	ET														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--					3	\$1,700.00		0.00			
13	KARE	10/23/12	10/29/12		CM	7-9a	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$800.00		0.00			
14	KARE	10/23/12	10/29/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$225.00	P-4	0.00	NM	5	\$1,125.00
				TODAY											
				TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$225.00		0.00			
15	KARE	10/26/12	10/26/12	Fri Prime	CM	Fri Prime	----F--	:30	1	\$1,625.00	P-4	0.00	NM	1	\$1,625.00
				WHO DO YOU THINK			(6:58 PM-8:00 PM)								
				WHO DO THINK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,625.00		0.00			
16	KARE	10/27/12	10/27/12	Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$1,350.00		0.00			
17	KARE	10/27/12	10/27/12	Sat 5-530p	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	1	\$585.00
				KARE 11 5 News Sa											
				SAT 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$585.00		0.00			
18	KARE	10/27/12	10/27/12	Sat 6-630p	CM	6-630P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				KARE 11 6 News Sa											
				SAT 6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
19	KARE	10/27/12	10/27/12	Sat 630-7p	CM	630pm-7pm	-----S-	:30	1	\$540.00	P-4	0.00	NM	1	\$540.00
				MN Bound											
				MINN BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$540.00		0.00			
20	KARE	10/27/12	10/27/12	Sat 8-10a	CM	8-10a	-----S-	:30	2	\$585.00	P-4	0.00	NM	2	\$1,170.00
				KARE 11 Saturday											
				SAT KARE NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$585.00		0.00			
21	KARE	10/28/12	10/28/12	MN Bound	CM	1035P-1105P	-----S	:30	1	\$765.00	P-4	0.00	NM	1	\$765.00
				MN Bound											
				SU 10P MEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$765.00		0.00			
22	KARE	10/28/12	10/28/12	MN Bound	CM	1035P-1105P	-----S	:30	1	\$765.00	P-4	0.00	NM	1	\$765.00
				MN Bound											
				MINN BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$765.00		0.00			
23	KARE	10/28/12	10/28/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				KARE 11 5 News Su											
				SU 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$900.00		0.00			
24	KARE	10/28/12	10/28/12	SUN TDY	CM	8-9a	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
				NBC Today Show (Su)											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00			
N25	KARE	10/23/12	10/29/12		CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	3	\$1,080.00

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Advertiser: JOHN KLINE/R/CON/MN  
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 Estimate: 212  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-430p															
KARE 11 4 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		2				\$360.00		0.00			
	Week:	10/29/12	11/04/12	M- - - - -		1				\$360.00		0.00			
N26	KARE	10/23/12	10/29/12	M-F 430-5p	CM	430-5P	MTWTF - -	:30	1	\$850.00	P-4	0.00	NM	2	\$1,700.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		1				\$850.00		0.00			
	Week:	10/29/12	11/04/12	M- - - - -		1				\$850.00		0.00			
													Totals	87	\$70,425.00